

Baked Goods in Pakistan

Market Direction | 2023-11-28 | 20 pages | Euromonitor

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Report description:

Continuing soaring inflation, including significant price rises for flour, is expected to see current value sales rise significantly, though constant value and volume growth is expected to be much more moderate, though positive, all the same. Continuing population growth supports volume growth. That being said, inflation is leading to changing consumer behaviour, with a significant degree of consumers trading down to cheaper breads such as roti (flat bread).

Euromonitor International's Baked Goods in Pakistan report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Baked Goods market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Baked Goods in Pakistan
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List Of Contents And Tables

BAKED GOODS IN PAKISTAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifting consumer preferences in response to inflation

Competitive landscape increasingly fragmented

Packaged bread registers volume growth

PROSPECTS AND OPPORTUNITIES

Moderate growth over forecast period

Brands look to stand out through differentiation

Growing demand for packaged goods

CATEGORY DATA

Table 1 Sales of Baked Goods by Category: Volume 2018-2023

Table 2 Sales of Baked Goods by Category: Value 2018-2023

Table 3 Sales of Baked Goods by Category: % Volume Growth 2018-2023

Table 4 Sales of Baked Goods by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Baked Goods: % Value 2019-2023

Table 6 LBN Brand Shares of Baked Goods: % Value 2020-2023

Table 7 Distribution of Baked Goods by Format: % Value 2018-2023

Table 8 Forecast Sales of Baked Goods by Category: Volume 2023-2028

Table 9 Forecast Sales of Baked Goods by Category: Value 2023-2028

Table 10 □Forecast Sales of Baked Goods by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Baked Goods by Category: % Value Growth 2023-2028

STAPLE FOODS IN PAKISTAN

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2018-2023

Table 13 Sales of Staple Foods by Category: Value 2018-2023

Table 14 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 15 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 17 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 18 Distribution of Staple Foods by Format: % Value 2018-2023

Table 19 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 20 Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 21 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

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Table 22 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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